

WWP News & Media: Veteran Group Outings, Charity Events, Helping Vets

Wounded Warrior Project Launches "Check-In Chain" to Highlight the Life-Saving Power of Connection

JACKSONVILLE, Fla., Sept. 8, 2025 /[PRNewswire](#)/ -- A simple check-in can save a life. That's the message behind Check-In Chain, a new campaign by Wounded Warrior Project® (WWP) to inspire a ripple effect of connection, one conversation at a time.

The initiative, launched this month during Suicide Prevention Awareness Month, brings together veterans and influencers to spark meaningful check-ins across the country. The concept is simple: check in on someone, and encourage that person to check in with another, and watch the chain of connection grow.

"This isn't about one day or one month," said Lyndsay Tkach, Mental and Brain Health Services director at WWP. "It's about starting a chain reaction that keeps going because connection really does save lives."

Too many people experience suicidal thoughts and hesitate to ask for help. According to the latest [Warrior Survey](#) more than 1 in 4 warriors reported having suicidal thoughts in the past 12 months. Loneliness increases that risk dramatically, with warriors who report feeling lonely being more than three times as likely to have experienced suicidal thoughts compared to those who don't. But strong social ties can change the equation, improving quality of life and serving as a powerful protective factor.

These challenges aren't limited to just veterans. According to the [CDC's Youth Risk Behavior Survey](#), nearly 40% of high school students reported persistent feelings of sadness or hopelessness, and more than 1 in 5 seriously considered attempting suicide. Despite growing up digitally connected, many Gen Zers still feel isolated. Research done by [Stanford](#) notes Gen Z vastly underestimates how many of their peers crave genuine connection, leaving too many feeling alone even in crowded spaces.

For Army veteran and warrior Jacob Norotsky, the power of that connection is deeply personal. "There were times I thought I had no way out," Jacob said. "What kept me here were the people who showed up, even if it was just to sit with me over coffee. Those moments reminded me I wasn't alone."

WWP survey data supports that experience. Sixty-seven percent of warriors say that talking to another veteran helps them cope with stress or mental health concerns.

The activation will include posts on TikTok, Instagram, Spotify, and YouTube, all designed to encourage ongoing conversations and connections in every community.

For more information about the campaign and how to get involved, visit [WWP on Instagram](#).

SOURCE Wounded Warrior Project

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Additional assets available online: [Photos \(1\)](#)

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